

Note for Moore, Edna

From: Broeman, Ina
Date: Wed, Aug 17, 1994 12:01 PM
Subject: RE: Basic/Cambridge Mega Volume Prog.
To: Moore, Edna

2040568310

Thanks

From: Moore, Edna on Wed, Aug 17, 1994 11:57 AM
Subject: RE: Basic/Cambridge Mega Volume Prog.
To: Broeman, Ina

Well, the problem could be resolved. It looks like both Basic and Cambridge will participate in a "Buy Down" in November, and the Mega Volume program could possibly be postponed until Feb. '95. Will keep you posted on new developments.

Brand had wanted to check to see if Powerforce could store all incentives as their storage facilities will be shuttered as of September. I will check on other possibilities instead.

Accounting and Finance had given the approval to utilize Powerforce, as there was an existing contract and we wanted to use a "known" entity in this area as the results of the program would determine if we expand program in future. Perhaps Vicki will have a winner of her bid by '95 and we could attach to that contract. I will keep you posted on this as well.

Thanks for your comments.

2040568310 A

From: Broeman, Ina on Wed, Aug 17, 1994 11:45 AM
Subject: RE: Basic/Cambridge Mega Volume Prog.
To: Moore, Edna

2040568310 B

Make sure that we bid to someone other than powerforce. We are having some serious problems with them right now

From: Moore, Edna on Wed, Aug 17, 1994 9:31 AM
Subject: Basic/Cambridge Mega Volume Prog.
To: Cohen, Maria; Fawcett, Gina; Rush, Sonya
Cc: Broeman, Ina
File(s): Cambridge/Basic Mega Volume Bid

Attached is final legally approved Basic/Cambridge Mega Volume Program creative brief that will go out today to Powerforce to get quotes on executing this program at Mega Volume retail accounts in five markets.

Let me know if you have any thoughts or questions before I send it out.

Thanks.

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